

Rep Order# 9780238  
EC'd No

Ver# 1  
Status New

Traffic Order#

Printed: 07/30/2012 9:23 AM  
Last Received: 07/28/2012 2:00 PM  
Showing Buylines: All Lines

1 of 2

Station WWSB-TV SARASOTA,FL  
Advertiser ( ) POLITICAL  
Product OBAMA FOR AMERICA  
Estimate# 1519  
Buyer Katie Keuleman  
Phone#  
Fax#

Agency ( ) GMMB  
3050 K ST NW  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 95/101/1519  
Flight Dates 07/31/2012 - 08/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) BRAD PHILIPPS  
Salesperson Phone# 202-955-5342  
Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW OBAMA ORDER  
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	530P-6P	ABC 7 NEWS @ 5:30 EDITION	:60	\$1,000.00	07/31-08/03	1	1	1	\$1,000.00	
	2	TU-F	7P-730P	WHEEL OF FORTUNE	:60	\$800.00	07/31-08/03 08/07-08/10	4 1	1 1	4 1	\$4,000.00	
	3	TU-F	730P-8P	JEOPARDY	:60	\$800.00	07/31-08/03 08/07-08/10	4 1	1 1	4 1	\$4,000.00	
	4	SA	7P-730P	WHEEL OF FORTUNE	:60	\$800.00	08/04-08/04	1	1	1	\$800.00	
	5	M	7P-730P	WHEEL OF FORTUNE	:60	\$800.00	08/06-08/06	1	1	1	\$800.00	
	6	M	730P-8P	JEOPARDY	:60	\$800.00	08/06-08/06	1	1	1	\$800.00	

---REPORT TOTALS---

Report Totals: 14 / \$11,400.00

---SALES MONTHLY TOTALS---

Station WWSB-TV SARASOTA,FL    Agency ( ) GMMB    Rep Firm  
 Advertiser ( ) POLITICAL    3050 K ST NW    Sales Office ( ) WASHINGTON  
 Product OBAMA FOR AMERICA    WASHINGTON, DC 20007    Salesperson ( ) BRAD PHILIPPS  
 Estimate# 1519    Agency C/P1/P2/E 95/101/1519  
 Buyer Katie Keuleman    Flight Dates 07/31/2012 - 08/13/2012    Salesperson Phone# 202-955-5342  
 Phone#    Hiatus Weeks    Salesperson FAX# 202-955-5348  
 Fax#

Aug 12: 14 / \$11,400.00  
 Sales Totals: 14 / \$11,400.00  
 Station Totals: 14 / \$11,400.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$459,677	CABL 0%	UNKN 0%	WBSV 0%	WFLA 14%	WFTS 16%
		WTOG 0%	WTSP 32%	WTTA 1%	WTVT 32%	WWSB 2%

Books null  
 Demos RA35+

## CONTRACT



**WWSB**  
**1477 Tenth Street**  
**Sarasota, FL 34236**  
**(941)552-0777**

And:

**GMMB**  
**1010 WISCONSIN AVE NW**  
**WASHINGTON, DC 20007**

<u>Contract / Revision</u> 31160 /		<u>Alt. Order #</u> 09780238
<u>Product</u> 95/101/1519/OBAMA FOR AMERICA		
<u>Contract Dates</u> 07/31/12 - 08/13/12		<u>Est. #</u> 1519
<u>Advertiser</u> OBAMA FOR AMERICA		<u>Original Date / Revision</u> 07/30/12 / 07/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 95	<u>Product Code</u> 101
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	07/31/12	08/03/12	ABC 7 News at 530p	530-6p		1:00			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				1	\$1,000.00			
N 2	7	07/31/12	08/10/12	M-Sa 7-730p	WHEEL		1:00			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				4	\$800.00			
Week:		08/06/12	08/12/12	-TWTF--				1	\$800.00			
N 3	7	07/31/12	08/10/12	M-Sa 730-8p	JEOPARDY		1:00			NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-TWTF--				4	\$800.00			
Week:		08/06/12	08/12/12	-TWTF--				1	\$800.00			
N 4	7	08/04/12	08/04/12	M-Sa 7-730p	WHEEL		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		07/30/12	08/05/12	-----S-				1	\$800.00			
N 5	7	08/06/12	08/06/12	M-Sa 7-730p	WHEEL		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$800.00			
N 6	7	08/06/12	08/06/12	M-Sa 730-8p	JEOPARDY		1:00			NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	M-----				1	\$800.00			
<b>Totals</b>											<b>14</b>	<b>\$11,400.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/10/12	14	\$11,400.00	\$9,690.00
<b>Totals</b>	<b>14</b>	<b>\$11,400.00</b>	<b>\$9,690.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.